



LOCALDIRECTIVE OPENS THE DOOR TO THE WORLD OF LOCAL INTERNET ADVERTISING:

- ▶ **AFFORDABLE:** We have programs that get results...at prices you can afford.
- ▶ **ACCURATE:** Your advertising is placed with the top names in local search, where your prospective customers are looking.
- ▶ **SIMPLE:** We do it for you! Our professional team will learn the critical details about your business that attract new customers and we will do the rest.
- ▶ **FLEXIBLE:** Our programs are flexible and can be changed as your business needs change.
- ▶ **IMMEDIATE:** Your program will start within 24 hours from the time we initiate it. It's that easy.
- ▶ **MEASURABLE:** Our reports clearly outline where prospects come from and what they are searching for. You can watch your business grow.

LOCALDIRECTIVE PUTS YOU IN THE TOP LOCAL SEARCH ENGINES, WHERE YOUR PROSPECTIVE CUSTOMERS ARE LOOKING.

For more information, visit us at
www.LocalDirective.com
or call 1-866-925-9524.

BUSINESS CHARACTERISTICS

- **Type:** Fireworks Retailer
- **Geographical Coverage:** Tampa, Florida
- **Target Audience:** Consumers
- **Value Proposition:** Large Selection, Convenient Locations

BUSINESS OVERVIEW

Regional fireworks stand leader as well as several year-round locations offering great discounts and professional advice on fireworks products and displays.

WEBSITE GOAL

Design a new ecommerce site that displays products and locations. Provide new and loyal customers with discounts. Compete with national brand fireworks stores. Develop a site that contains similar information to these competitors, but draws customers to shop locally.

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